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An Equal Opportunity Employer

**To:** All Managers and Supervisors

**From:** Alan D. Degner  
Commissioner

**Date:** March 31, 2003

**Subject:** DWD Policy 2002 - 21  
Minority Business Development Efforts

**Purpose:**

To reissue DWD's policy to continue to increase procurement opportunities and participation by minority business enterprises (MBE)

**References:**

The State of Indiana Department of Administration Procurement Division's Procurement Manual.

Department of Workforce Development Plan of Action to increase minority business enterprise participation. Attached.

**Rescission:** DWD Communication 98-30

**Content:**

The Department of Workforce Development has implemented an aggressive and comprehensive program to increase the participation of minority businesses in the procurement of goods and services.

As an agency that procured \$13.6 million in routine goods and services in the state fiscal year ending June 30, 2002, we must make certain that ample opportunities are available to MBEs to do business with the Department.

Attached is DWD's Plan of Action to Increase Minority Business Enterprise Participation. While there are a number of items included in the Action Plan which can only be implemented through the procurement process, we must all become more cognizant of the need to increase opportunities for MBEs.

Any individual or division within the Department of Workforce Development who has some decision making authority as to vendor selection, the purchase of goods and

services either through competitive bid, streamlining, SDO account, petty cash or any other method should be certain to include minority businesses in the pool of businesses considered for the award.

The State Department of Administration has a listing of all minority vendors registered with the State at <http://www.in.gov/idoa/minority/mbdirectory.html>. Or a copy of this can be obtained by contacting the Procurement Section of DWD at 232-7714.

**Effective Date:** Immediately

**Review Date:** March 31, 2005

**Ownership:** DWD Procurement

**Action:**

Please review the attached action plan and determine how your division can assist in the agency's overall goal attainment.

**Indiana Department of Workforce Development**  
**Plan of Action to**  
**Increase Minority Business Enterprise Participation**  
**March 2003**

**1. Increase DWD's Internal Priority of MBE Participation**

The first step to increase opportunities is to make it a priority within the agency itself.

- To this end, it has been stressed to agency management who oversee the procurement and/or contracting processes that it is a priority for the agency to increase opportunities for minority business. This includes the Deputy Commissioner for Finance and Administration, the Director of Administrative Services and the agency Procurement Manager and the agency Grant/Support Section Manager. These individuals are keenly aware of the importance and priority of increasing the agency's scope of work with minority vendors.
- In addition, the agency has gone deeper in the ranks to instill this mission. A cover letter in the form of a Communication Policy (the agency's internal communication system) outlines the agency's commitment at all levels to this mission.
- Also, the agency has created an internal MBE Development Team. This Team consists of the Director of Administrative Services, who has responsibility for the oversight of Procurement and Contracting Services, the Procurement Director and employees of the Procurement Division. The purpose of this Team is to seek out, contact, interface and develop long-term relationships with minority businesses.

**2. Increase DWD's External Efforts with Minority Businesses**

The agency as a whole needs to reach out to the minority business community and make them aware of our procurement and contracting needs. From a procurement standpoint, DWD has extremely diverse needs--everything from paper clips to new construction and building renovations. The agency needs to make the minority business community aware of our diverse and frequent needs and afford them the opportunity to bid and do business with agency. To this, end Procurement and others involved in the procurement process will to the following:

- Expand DWD Procurement and agency participation in minority-related events. In addition to explaining to minority vendors the services that the agency provides, we need to stress our procurement needs and how to do business with the agency.
- Be more proactive: market more aggressively and communicate with minority vendors statewide. This includes development of marketing materials specifically designed for minority vendors. This includes participating in minority business

shows sponsored by the Department of Administration and by DWD, focusing on how to do business with the agency.

- Emphasize through the MBE Team aggressive marketing and communicating with MBEs. The Team will work closely with the Department of Administration's Minority Business Development division to reach vendors who have the products and services the agency needs. The Team will continue to seek out, contact, interface and develop long-term relationships with minority business.

### **3. Increasing Opportunities through the Bid Request Process**

The agency can increase the participation by minority business by allowing them ample opportunity to submit bids for goods and services needed.

- Under the current streamlined procurement process, bids for goods less than \$75,000 are made by DWD. Under DOA guidelines, at least one of the three requests for bid must be submitted to a minority vendor. When appropriate DWD Procurement has increased the number of requests for bid on all procurements from three to six while increasing the number submitted to minority vendors from one to three.